AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions of claims in the application.

Claim 1 (Currently Amended): A self light emitting display device with a structure wherein:

a first electrode is formed on a transparent substrate,

light emitting pixels by a light emission functional layer which is composed of at least one or more layers are formed on the first electrode,

a second electrode is formed on the light emission functional layer, ~~and the~~ said second electrode ~~is covered with a sealing member, characterized in that~~ being of an opposite polarity to said first electrode, and

the second electrode is covered with a sealing member, characterized in that

the first electrode is constructed so as to allow light from the light emitting pixels to pass through the transparent substrate,

that said first and second electrodes are formed of a light transmitting electrically conductive material,

that the second electrode is constructed so as to allow light from the light emitting pixels to pass through the sealing member, and

that at least a part of the sealing member is formed of a light transmitting material.

Claim 2 (Cancelled)

Claim 3 (Currently Amended): ~~The~~ A self light emitting display device ~~according to claim 1~~ comprising,

a first electrode formed on a transparent substrate,

light emitting pixels by a light emission functional layer which is composed of at least one or more layers formed on the first electrode,

a second electrode formed on the light emission functional layer, said second electrode being of an opposite polarity to said first electrode, and the second electrode being covered with a sealing member, characterized in that the first electrode is constructed so as to allow light from the light emitting pixels to pass through the transparent substrate,

said second electrode is constructed so as to allow light from the light emitting pixels to pass through the sealing member,

wherein either the first electrode or the second electrode is formed of a light transmitting electrically conductive material, that the other electrode is formed of a metal material, and that at least one aperture for light transmission is formed [[on]] in a part of an ~~the first or second~~ electrode layer formed of the metal material.

Claim 4 (Currently Amended): The self light emitting display device according to ~~any one of claims~~ claim 1 ~~to~~ or claim 3, wherein a first light emitting area formed by the light emitting pixels ~~formed in~~ on the transparent substrate side and a second light emitting area formed by the light emitting pixels ~~formed in~~ on the sealing member side are formed on a same front and rear position respectively.

Claim 5 (Currently Amended): The self light emitting display device according to claim [[4]] 1 or claim 3, wherein the display area of the second light emitting area formed by the light emitting pixels ~~formed in~~ on the sealing member side is smaller than that of the first light emitting area formed by the light emitting pixels ~~formed in~~ on the transparent substrate side.

Claim 6 (Currently Amended): The self light emitting display device according to claim 4, wherein ~~which is constructed in such a way that~~ a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed by a horizontally symmetrical pattern or by a vertically symmetrical pattern.

Claim 7 (Currently Amended): The self light emitting display device according to claim 5, wherein ~~which is constructed in such a way that~~ a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed by a horizontally symmetrical pattern or by a vertically symmetrical pattern.

Claim 8 (Currently Amended): The self light emitting display device according to claim 4, wherein ~~which is~~ a dot matrix display device in which the light emitting pixels are arranged in a matrix pattern, there is provided a drive control circuit to execute a lighting drive control of the self light emitting display device, and said drive control circuit is ~~and by being~~ constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed through a mirror inversion.

Claim 9 (Currently Amended): The self light emitting display device according to claim 5, wherein ~~which is~~ a dot matrix display device in which the light emitting pixels are arranged in a matrix pattern, there is provided a drive control circuit to execute a lighting drive control of the self light emitting display device, and said drive control circuit is ~~and by being~~ constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed through a mirror inversion.

Claim 10 (Currently Amended): The self light emitting display device according to claim ~~any one of claims~~ 1 or claim 3 ~~to 3~~, wherein polarizing plates whose polarizing surfaces are mutually perpendicular are arranged [[in]] on the transparent substrate ~~side~~ and the sealing member ~~side,~~ respectively[[,]] ~~as the light emitting pixels are placed in a center between them~~.

Claim 11 (Currently Amended): Information equipment in which a self light emitting display device is loaded as a display, ~~wherein the information equipment employing the self light emitting display device is constructed in such a way that a display image by light emitting pixels is visually recognized from~~ said self light emitting display device including a first electrode formed on a transparent substrate, light emitting pixels by a light emission functional layer which is composed of at least one or more layers are formed on the first electrode, a second electrode formed on the light emission functional layer, said second electrode being of an opposite polarity to said first electrode, and the second electrode is covered with a sealing member, characterized in that the first electrode is constructed so as to allow light from the light emitting pixels to pass through the transparent substrate, that the second electrode is constructed so as to allow light from the light emitting pixels to pass through the sealing member, said first electrode and said second electrode are formed of a light transmitting electrically conductive material, and that at least a part of the sealing member is formed of a light emitting transmission material, the self light emitting display device is constructed in such a way that a display image by light emitting pixels can be visually recognized from both front and rear surfaces of the display.

Claim 12 (Original): Information equipment employing a self light emitting display device according to claim 11, wherein a first light emitting area by light emitting pixels formed on one surface side of the display and a second light emitting area by light emitting pixels formed on the other surface side are formed on a same front and rear position in the display.

Claim 13 (Original): Information equipment employing a self light emitting display device according to claim 11, wherein the display area of the second light emitting area by the light emitting pixels formed in one surface side of the display is smaller than that of the first light emitting area by the light emitting pixels formed in the other surface side of the display.

Claim 14 (Original): Information equipment employing a self light emitting display device according to claim 12, which is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed by a horizontally symmetrical pattern or by a vertically symmetrical pattern.

Claim 15 (Currently Amended): Information equipment employing a self light emitting display device according to claim 13, which is constructed on the basis of said pixel data in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed by a horizontally symmetrical pattern or by a vertically symmetrical pattern.

Claim 16 (Currently Amended): Information equipment employing a self light emitting display device according to claim 12, wherein a dot matrix display device in which the light emitting pixels are arranged in a matrix pattern is employed, and there is provided a drive control circuit to execute the lighting drive control of the self light emitting display device, which drive control

circuit ~~and which~~ is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed through a mirror inversion by control signals.

Claim 17 (Currently Amended): Information equipment employing a self light emitting display device according to claim 13, wherein a dot matrix display device in which the light emitting pixels are arranged in a matrix pattern is employed, and there is provided a drive control circuit to execute the lighting drive control of the self light emitting display device, which drive control circuit ~~and which~~ is constructed in such a way that a light emitting display pattern displayed on the first light emitting area and a light emitting display pattern displayed on the second light emitting area are displayed through a mirror inversion by control signals.

Claim 18 (Currently Amended): Information equipment employing a self light emitting display device according to any one of claims [[12]] 16 [[to]] or 17, wherein a discerning means for discerning which of the first light emitting area or the second light emitting area of the display is to be visually recognized is provided, said drive control circuit being constructed to execute control in response to a control signal from said discerning means so that different image information is switched to be displayed based on information from the discerning means.

Claim 19 (Original): Information equipment employing a self light emitting display device according to any one of claims 12 to 17, wherein the light emitting pixels in the display are constituted by organic EL elements.

Claim 20 (Original): Information equipment employing a self light emitting display device according to claim 18, wherein the light emitting pixels in the display are constituted by organic EL elements.

Claim 21 (New): Information equipment in which a self light emitting display device is loaded as a display, said self light emitting display device including a first electrode formed on a transparent substrate, light emitting pixels by a light emission functional layer which is composed of at least one or more layers are formed on the first electrode, a second electrode formed on the light emission functional layer, said second electrode being of an opposite polarity to the first electrode, said second electrode being covered with a sealing member, characterized in that the first electrode is constructed so as to allow light from the light emitting pixels to pass through the transparent substrate, the second electrode is constructed so as to allow light from the light emitting pixels to pass through the sealing member, either one of said first electrode and said second electrode being formed of a light transmitting electrically conductive material, the other of said first electrode and said second electrode being formed of a metal material, a part of said electrode being formed with an aperture for light transmission in correspondence with each

pixel, the self light emitting display device is constructed in such a way that a display image by light emitting pixels can be visually recognized from both front and rear surfaces of the display.

Claim 22 (New): Information equipment employing a self light emitting display device according to any one of claims 12 to 15, wherein a discerning means for discerning which of the first light emitting area or the second light emitting area of the display is to be visually recognized is provided so that different image information is switched to be displayed based on information from the discerning means.

Claim 23 (New): Information equipment employing a self light emitting display device according to claim 22, wherein the light emitting pixels in the display are constituted by organic EL elements.